

## AGENDA



Thursday, August 26, 2010

**Public Hearings and Possible Actions**  
**RECOMMENDATION FOR COUNCIL ACTION**

**Item No. 89**

---

**Subject:** Conduct a public hearing and consider approval of the Imagine Austin Comprehensive Plan Vision Statement and the inclusion of additional elements to be incorporated into the plan.

**For More Information:** Garner Stoll 974-2397; Mark Walters, 974-7695; Sylvia Arzola, 974-6448

**Boards and Commission Action:** Recommended by Planning Commission.

**Prior Council Action:** December 12, 2007 - Council authorized an update to the Austin Tomorrow Comprehensive Plan and directed the City Manager to prepare the update, and to study alternative approaches to long range planning for the Austin planning area. November 6, 2008 - Council approved the Interim Update of the Austin Tomorrow Comprehensive Plan. April 23, 2009 - Council authorized contract negotiations with Wallace, Roberts, & Todd LLC (WRT) for the purposes of creating a new comprehensive plan for the City of Austin. July 23, 2009 - Council approved the Scoping Framework for the Comprehensive Plan and authorized the execution of a Phase I contract with WRT. September 24, 2009 - Council approved an amendment to the initial contract to fund Phases II and III of the planning process. August 27, 2009 - Council adopted Resolution No. 20090827-030 creating the Comprehensive Plan Citizens Advisory Task Force. June 24, 2010 - Council approved Resolution No. 20100624-085 endorsing the CreateAustin Cultural Master Plan. August 19, 2010 - Council set a public hearing for August 26, 2010.

---

On October 12, 2009, a kick off meeting was held to gather public input for the Imagine Austin Comprehensive planning process. The public involvement process continued for several months through public meetings, and online and paper surveys. In addition, citizens participated in a "Meeting in a Box" which allowed citizens to conduct their own meetings at their convenience. A total of 5,637 citizens participated in this public involvement process. The results of the public involvement process were compared to a statistically valid community survey of 1,200 people either living in Austin or its extraterritorial jurisdiction (ETJ). The results of the public input and community survey were then synthesized by the consultant team of Wallace, Roberts, & Todd (WRT) and summarized in the Common Ground Working Paper.

The Citizens Advisory Task Force worked with drafts of the Common Ground Working Paper, Strategic Issues Report to develop the core concepts of the vision statement. During the second round of community input meetings, the public was able to comment on the draft vision statement. The participants indicated strong overall support.

The vision statement was presented to the Task Force at their April 13, 2010 meeting. At this meeting, it was determined that the Task Force's Analysis and Communications Committees would work on revising the draft vision statement. Over the course of ten joint committee meetings a revised draft vision statement was crafted. This vision statement will be presented to the Planning Commission's Comprehensive Plan Committee on July 19, 2010, and Planning Commission on July 27, 2010.

**ADDITIONAL COMPREHENSIVE PLAN ELEMENTS:** The Austin City Charter requires that a comprehensive plan be adopted by ordinance and specifies that it contain ten mandatory elements: 1) Future land use; 2) Traffic circulation and mass transit element; 3) Wastewater, solid waste, drainage,

and potable water element; 4) Conservation and environmental resources; 5) Recreation and opens space element; 6) Housing element; 7) Public services and facilities elements including a capital improvement program; 8) Public buildings and related facilities element; 9) Economic element for commercial and industrial development and redevelopment; 10) Health and human service element. The Charter also allows additional elements but requires that they be “coordinated and internally consistent” with both the 10 mandatory elements and optional elements

An additional four elements are being proposed to the ten mandatory elements required by the City Charter. The Planning and Development Review Department and consultant team recommend the addition of an “Urban Design” element. This recommendation is based on recent city land use ordinances, most prominently, Residential Design & Compatibility and Commercial Design Standards and the Station-Area Plans.

The Planning Commission recommends the addition of the following three elements. 1. Historic and Cultural Preservation; 2. Arts, Culture, and Creativity; and 3. Children, Families, and Education

On June 24, 2010, the City Council endorsed the CreateAustin Cultural Master Plan. The resolution endorsing the plan directed the Imagine Austin Comprehensive Plan process to “embrace creative enterprises as a vital and economically beneficial component to be formally included in the comprehensive planning process and that final recommendations of the Comprehensive Plan integrate the CreateAustin Cultural Master Plan.”